



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0.6	0.6	0.0	20	*	*	*	0.7	0.8	-0.1	0.8	0.7	0.1	0.9	0.7	0.2	0.9	1.0	-0.1	0.4	0.8	-0.4	1.3	1.2	0.1
Breeze	12.4	11.9	0.5	1	16.6	21.1	-4.5	6.9	8.1	-1.2	13.2	10.5	2.7	12.2	12.9	-0.7	13.9	14.8	-0.9	15.2	11.0	4.2	12.5	8.3	4.2
Coast	5.2	4.8	0.4	9	1.1	1.0	0.1	0.9	1.1	-0.2	2.7	1.7	1.0	3.7	3.0	0.7	7.0	7.6	-0.6	11.2	10.1	1.1	5.7	6.1	-0.4
Edge	8.4	7.0	1.4	4	18.3	10.2	8.1	18.6	16.1	2.5	11.5	7.5	4.0	9.2	6.0	3.2	3.1	2.2	0.9	2.0	1.9	0.1	7.6	6.4	1.2
George FM	0.9	1.1	-0.2	17	2.4	1.9	0.5	1.1	2.6	-1.5	1.9	2.4	-0.5	1.3	1.7	-0.4	0.1	0.2	-0.1	*	0.2	*	0.7	0.4	0.3
Life FM	0.3	0.2	0.1	21	0.4	0.8	-0.4	0.3	0.3	0.0	0.5	0.1	0.4	0.3	0.1	0.2	*	*	*	*	0.2	*	0.2	0.1	0.1
Magic	5.3	5.0	0.3	7	0.6	0.4	0.2	0.4	0.7	-0.3	1.0	0.3	0.7	1.4	1.1	0.3	5.7	7.4	-1.7	13.4	13.9	-0.5	2.7	2.8	-0.1
Mai FM	5.3	5.7	-0.4	7	8.3	14.2	-5.9	5.5	8.5	-3.0	9.8	11.4	-1.6	7.7	7.8	-0.1	1.8	0.3	1.5	0.1	0.1	0.0	11.3	13.5	-2.2
Mix	1.5	1.9	-0.4	16	1.5	1.6	-0.1	1.7	1.0	0.7	2.0	2.8	-0.8	2.0	2.8	-0.8	1.6	2.4	-0.8	1.2	1.3	-0.1	2.4	3.8	-1.4
More FM	5.2	5.7	-0.5	9	12.1	16.9	-4.8	4.7	4.0	0.7	5.1	5.9	-0.8	5.1	6.3	-1.2	6.0	5.8	0.2	3.8	2.7	1.1	5.6	4.8	0.8
Newstalk ZB	12.3	14.5	-2.2	2	2.3	1.7	0.6	0.8	5.7	-4.9	1.2	4.5	-3.3	5.4	8.2	-2.8	14.5	15.7	-1.2	24.5	24.4	0.1	5.1	10.4	-5.3
Radio Hauraki	2.6	2.8	-0.2	13	0.8	0.6	0.2	3.4	3.6	-0.2	4.3	4.7	-0.4	4.4	3.9	0.5	2.5	2.4	0.1	0.5	1.8	-1.3	3.6	3.9	-0.3
RadioLIVE	3.8	3.9	-0.1	12	1.1	0.5	0.6	1.5	2.3	-0.8	1.6	2.1	-0.5	2.2	2.8	-0.6	5.1	4.3	0.8	6.8	5.3	1.5	4.1	4.8	-0.7
Radio Sport	0.9	0.9	0.0	17	0.2	0.6	-0.4	0.7	0.3	0.4	1.2	0.8	0.4	1.2	0.8	0.4	1.1	0.8	0.3	0.9	1.4	-0.5	1.0	0.7	0.3
Tarana	2.1	1.2	0.9	14	1.7	0.5	1.2	4.2	2.4	1.8	3.2	1.3	1.9	3.2	1.6	1.6	1.8	1.4	0.4	*	0.2	*	2.8	2.4	0.4
Rhema	1.7	1.2	0.5	15	5.2	2.5	2.7	1.4	1.1	0.3	0.3	0.9	-0.6	0.7	1.0	-0.3	2.8	0.8	2.0	2.5	1.8	0.7	3.2	0.7	2.5
Rock	5.9	4.9	1.0	6	1.6	2.9	-1.3	10.2	9.5	0.7	8.7	9.5	-0.8	9.0	7.3	1.7	5.8	1.9	3.9	1.0	0.8	0.2	5.6	2.8	2.8
Star	0.7	0.5	0.2	19	0.1	*	*	*	0.1	*	*	0.1	*	0.5	0.4	0.1	1.9	0.5	1.4	1.5	0.1	1.4	1.9	0.2	1.7
Te Upoko o Te Ika	0.1	0.1	0.0	22	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.2	0.1	0.1
The Hits	4.8	3.5	1.3	11	4.6	3.5	1.1	8.1	3.4	4.7	7.3	3.7	3.6	6.2	4.6	1.6	4.0	4.9	-0.9	2.7	2.1	0.6	5.4	6.1	-0.7
The Sound	6.8	9.3	-2.5	5	1.2	0.9	0.3	7.5	8.5	-1.0	7.1	11.3	-4.2	7.7	10.0	-2.3	10.4	13.8	-3.4	8.0	13.2	-5.2	3.1	7.1	-4.0
ZM	8.7	7.8	0.9	3	15.7	17.0	-1.3	15.4	12.7	2.7	11.7	11.4	0.3	10.0	9.8	0.2	4.9	5.2	-0.3	1.9	2.3	-0.4	10.9	9.3	1.6
Others	4.4	5.5	-1.1		3.9	1.3	2.6	5.7	6.9	-1.2	4.9	6.3	-1.4	5.3	7.0	-1.7	4.8	6.4	-1.6	2.6	4.5	-1.9	2.9	4.1	-1.2
MediaWorks Combo	53.9	54.6	-0.7		62.3	69.0	-6.7	56.5	60.4	-3.9	59.8	60.9	-1.1	55.9	56.0	-0.1	52.0	50.7	1.3	50.2	49.1	1.1	53.3	50.8	2.5
NZME Combo	36.4	36.3	0.1		26.6	26.0	0.6	31.8	28.4	3.4	31.1	30.0	1.1	33.4	33.4	0.0	35.5	39.0	-3.5	42.7	43.3	-0.6	34.4	40.7	-6.3
Potential (000)	371.9	371.9	0.0		42.8	39.7	3.1	114.8	117.9	-3.1	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	68.4	65.6	2.8
Sample	1,638	1,679	-41		165	160	5	397	425	-28	486	518	-32	824	848	-24	554	550	4	408	409	-1	322	321	1

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	371.9	371.9	0.0
Sample Size	1,638	1,679	-41

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Atiawa Toa FM	0.4	0.5	-0.1	20	0.7	0.4	0.3		0.8	0.8	0.0		0.5	0.6	-0.1		1.0	0.7	0.3		0.2	0.3	-0.1		0.6	0.8	-0.2	
Breeze	13.1	12.6	0.5	2	15.2	14.1	1.1		13.6	13.0	0.6		10.4	10.3	0.1		8.2	8.3	-0.1		10.1	6.8	3.3		11.5	11.6	-0.1	
Coast	3.2	3.2	0.0	11	6.9	5.4	1.5		6.5	6.2	0.3		4.8	4.5	0.3		5.1	3.8	1.3		2.8	4.2	-1.4		5.5	5.2	0.3	
Edge	7.7	6.4	1.3	4	9.1	7.7	1.4		8.1	7.4	0.7		10.1	8.6	1.5		5.6	5.4	0.2		2.3	2.7	-0.4		9.6	7.0	2.6	
George FM	0.5	0.9	-0.4	19	0.7	0.8	-0.1		1.3	1.8	-0.5		1.2	1.1	0.1		1.7	0.6	1.1		0.2	1.0	-0.8		0.9	1.1	-0.2	
Life FM	0.4	0.2	0.2	20	0.3	0.4	-0.1		0.5	0.1	0.4		*	0.1	*		*	0.1	*		1.0	0.7	0.3		0.2	0.3	-0.1	
Magic	4.2	3.7	0.5	10	6.1	7.2	-1.1		5.9	6.0	-0.1		3.6	3.5	0.1		4.4	2.6	1.8		4.1	2.8	1.3		6.6	5.7	0.9	
Mai FM	5.3	5.9	-0.6	8	5.3	7.5	-2.2		5.3	6.1	-0.8		5.6	5.8	-0.2		3.4	2.4	1.0		8.5	9.4	-0.9		5.1	4.3	0.8	
Mix	1.3	1.7	-0.4	15	1.4	1.8	-0.4		1.5	1.7	-0.2		0.9	1.6	-0.7		0.5	1.8	-1.3		1.1	0.4	0.7		2.5	3.0	-0.5	
More FM	3.0	4.7	-1.7	13	3.5	4.2	-0.7		4.7	5.6	-0.9		8.3	8.7	-0.4		4.9	6.0	-1.1		5.7	7.2	-1.5		7.1	6.1	1.0	
Newstalk ZB	16.7	18.2	-1.5	1	9.0	10.3	-1.3		5.6	8.5	-2.9		9.4	10.3	-0.9		21.9	23.8	-1.9		32.0	37.4	-5.4		12.1	15.4	-3.3	
Radio Hauraki	3.2	2.7	0.5	11	2.4	3.1	-0.7		3.3	3.5	-0.2		2.9	2.9	0.0		1.2	1.1	0.1		0.6	1.1	-0.5		2.2	2.6	-0.4	
RadioLIVE	4.8	4.5	0.3	9	3.2	2.3	0.9		2.6	2.7	-0.1		3.2	3.6	-0.4		4.9	5.9	-1.0		6.1	6.2	-0.1		4.2	4.8	-0.6	
Radio Sport	0.7	0.6	0.1	17	0.8	0.8	0.0		0.6	0.3	0.3		1.0	0.8	0.2		0.9	1.5	-0.6		1.4	1.6	-0.2		1.4	1.5	-0.1	
Tarana	2.5	1.4	1.1	14	1.1	0.7	0.4		1.1	0.2	0.9		1.8	1.2	0.6		4.4	4.4	0.0		3.6	0.6	3.0		2.6	1.3	1.3	
Rhema	0.7	1.3	-0.6	17	0.8	1.2	-0.4		1.0	0.4	0.6		3.7	1.5	2.2		6.1	3.4	2.7		0.6	2.4	-1.8		1.4	0.7	0.7	
Rock	5.6	5.1	0.5	6	7.1	5.9	1.2		7.7	6.4	1.3		6.8	5.9	0.9		4.0	2.4	1.6		7.3	3.2	4.1		3.5	2.9	0.6	
Star	0.8	0.4	0.4	16	1.1	0.5	0.6		0.3	0.5	-0.2		*	0.3	*		0.5	0.2	0.3		0.6	0.6	0.0		1.2	0.7	0.5	
Te Upoko o Te Ika	0.1	0.1	0.0	22	*	*	*		*	*	*		*	*	*		1.1	1.1	0.0		*	*	*		0.1	*	*	
The Hits	5.4	4.0	1.4	7	4.2	2.4	1.8		6.8	3.2	3.6		4.2	3.8	0.4		3.8	4.0	-0.2		4.8	2.3	2.5		3.7	3.9	-0.2	
The Sound	6.3	7.3	-1.0	5	8.2	11.5	-3.3		9.8	14.1	-4.3		6.3	9.2	-2.9		2.5	5.1	-2.6		1.9	2.0	-0.1		6.0	7.5	-1.5	
ZM	10.1	9.2	0.9	3	9.5	6.7	2.8		9.8	6.8	3.0		9.9	10.7	-0.8		5.1	8.0	-2.9		2.2	4.5	-2.3		7.1	6.9	0.2	
Others	4.1	5.1	-1.0		3.3	5.3	-2.0		3.2	4.8	-1.6		5.3	5.0	0.3		8.7	7.5	1.2		3.0	2.6	0.4		5.0	6.9	-1.9	
MedialWorks Combo	50.4	51.3	-0.9		58.4	61.1	-2.7		59.0	63.0	-4.0		55.5	56.8	-1.3		39.6	38.7	0.9		46.1	41.3	4.8		54.4	50.9	3.5	
NZME Combo	41.0	39.9	1.1		34.8	30.8	4.0		34.1	30.2	3.9		33.4	34.8	-1.4		38.5	44.0	-5.5		45.3	51.8	-6.5		34.9	38.5	-3.6	

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	5.5	5.8	-0.3	19	0.1	*	*	1.8	2.5	-0.7	3.0	2.8	0.2	4.1	3.7	0.4	1.8	2.3	-0.5	0.7	1.4	-0.7	2.7	2.5	0.2
Breeze	53.1	47.1	6.0	3	6.3	5.0	1.3	11.9	12.4	-0.5	19.1	13.9	5.2	27.0	23.9	3.1	17.6	17.8	-0.2	16.4	13.2	3.2	12.2	6.8	5.4
Coast	26.3	23.0	3.3	8	1.4	1.2	0.2	3.0	2.1	0.9	6.4	3.5	2.9	10.7	8.3	2.4	11.6	11.4	0.2	12.8	11.1	1.7	5.6	3.5	2.1
Edge	53.7	47.2	6.5	2	9.4	7.4	2.0	30.9	28.2	2.7	25.6	20.4	5.2	30.1	24.3	5.8	5.9	5.3	0.6	2.7	2.2	0.5	8.8	8.3	0.5
George FM	7.3	9.8	-2.5	16	0.9	0.4	0.5	3.1	6.3	-3.2	4.8	7.4	-2.6	5.4	7.9	-2.5	0.6	0.8	-0.2	0.3	0.7	-0.4	1.6	1.6	0.0
Life FM	4.5	4.4	0.1	20	0.7	0.9	-0.2	1.3	1.8	-0.5	2.5	1.6	0.9	2.6	1.6	1.0	0.1	0.2	-0.1	*	0.8	*	1.2	0.7	0.5
Magic	19.1	20.3	-1.2	11	0.8	0.4	0.4	1.2	1.4	-0.2	2.3	1.9	0.4	4.3	3.9	0.4	7.5	8.2	-0.7	12.0	12.4	-0.4	3.0	2.9	0.1
Mai FM	17.5	20.9	-3.4	13	1.5	2.4	-0.9	9.6	12.9	-3.3	10.7	12.1	-1.4	12.2	12.9	-0.7	1.7	1.1	0.6	0.2	0.3	-0.1	4.3	5.1	-0.8
Mix	9.4	8.8	0.6	15	0.8	0.8	0.0	1.8	1.1	0.7	4.0	3.9	0.1	6.7	6.2	0.5	3.9	3.6	0.3	1.6	1.5	0.1	3.1	3.2	-0.1
More FM	26.3	33.7	-7.4	8	4.1	5.9	-1.8	7.8	11.2	-3.4	9.7	14.2	-4.5	14.9	19.6	-4.7	8.7	8.4	0.3	3.6	3.6	0.0	7.3	7.1	0.2
Newstalk ZB	38.4	44.5	-6.1	4	1.7	2.1	-0.4	2.9	5.3	-2.4	4.9	8.2	-3.3	12.8	16.1	-3.3	16.5	17.1	-0.6	17.1	17.7	-0.6	4.7	7.8	-3.1
Radio Hauraki	20.9	24.4	-3.5	10	0.8	0.3	0.5	8.8	10.5	-1.7	13.7	16.0	-2.3	18.1	19.3	-1.2	4.6	5.1	-0.5	0.9	2.2	-1.3	4.6	4.7	-0.1
RadioLIVE	19.0	19.1	-0.1	12	1.1	0.5	0.6	2.7	4.4	-1.7	5.5	6.3	-0.8	9.3	10.9	-1.6	7.8	7.5	0.3	6.3	5.3	1.0	3.4	4.0	-0.6
Radio Sport	11.0	9.8	1.2	14	0.8	0.3	0.5	2.2	1.4	0.8	3.3	2.4	0.9	5.8	4.7	1.1	4.4	4.0	0.4	2.7	3.0	-0.3	2.1	1.9	0.2
Tarana	6.3	6.2	0.1	17	0.9	0.8	0.1	3.4	2.7	0.7	3.0	1.9	1.1	4.4	4.1	0.3	1.5	2.7	-1.2	*	0.5	*	1.3	2.2	-0.9
Rhema	6.2	5.5	0.7	18	1.1	0.2	0.9	2.7	2.8	-0.1	2.1	2.8	-0.7	3.3	4.1	-0.8	1.7	1.7	0.0	0.8	1.0	-0.2	1.9	1.5	0.4
Rock	30.8	28.3	2.5	6	1.4	1.2	0.2	15.1	16.5	-1.4	17.5	18.7	-1.2	23.0	21.1	1.9	7.1	4.0	3.1	2.6	1.5	1.1	4.8	4.2	0.6
Star	3.2	2.7	0.5	21	0.3	0.1	0.2	0.3	0.9	-0.6	0.3	0.9	-0.6	1.6	1.4	0.2	1.7	0.7	1.0	0.9	0.6	0.3	0.8	0.4	0.4
Te Upoko o Te Ika	2.1	1.5	0.6	22	0.3	*	*	0.5	0.5	0.0	1.2	0.8	0.4	1.8	1.5	0.3	0.6	0.7	-0.1	*	*	*	0.8	0.3	0.5
The Hits	35.5	34.0	1.5	5	5.0	4.0	1.0	13.0	13.1	-0.1	16.4	15.2	1.2	22.9	22.3	0.6	9.3	10.1	-0.8	3.8	3.3	0.5	9.4	9.6	-0.2
The Sound	28.8	29.4	-0.6	7	1.9	1.0	0.9	6.5	7.3	-0.8	9.9	11.9	-2.0	15.5	16.1	-0.6	12.9	12.3	0.6	9.0	9.8	-0.8	4.3	4.9	-0.6
ZM	55.0	52.7	2.3	1	8.2	7.8	0.4	29.2	28.9	0.3	30.2	28.5	1.7	35.2	33.3	1.9	7.4	7.0	0.4	2.4	2.2	0.2	13.6	11.1	2.5
Others	32.1	34.7	-2.6		2.6	1.6	1.0	9.9	11.6	-1.7	12.9	15.3	-2.4	20.3	22.6	-2.3	10.6	10.9	-0.3	4.4	5.3	-0.9	4.7	6.5	-1.8
MediaWorks Combo	181.6	177.9	3.7		19.4	17.7	1.7	58.8	62.2	-3.4	71.2	67.1	4.1	98.4	92.1	6.3	52.0	48.6	3.4	39.3	37.7	1.6	37.4	31.6	5.8
NZME Combo	156.1	157.9	-1.8		14.3	13.1	1.2	48.0	51.1	-3.1	63.5	61.9	1.6	88.6	87.0	1.6	44.2	45.3	-1.1	33.1	32.6	0.5	34.5	34.2	0.3
All Commercial Radio	267.6	263.2	4.4		26.0	22.8	3.2	84.2	84.3	-0.1	103.3	98.7	4.6	146.2	141.3	4.9	78.2	78.6	-0.4	56.7	56.2	0.5	56.4	52.0	4.4
Potential (000)	371.9	371.9	0.0		42.8	39.7	3.1	114.8	117.9	-3.1	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	68.4	65.6	2.8
Sample	1,638	1,679	-41		165	160	5	397	425	-28	486	518	-32	824	848	-24	554	550	4	408	409	-1	322	321	1

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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WELLINGTON COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	371.9	371.9	0.0
Sample Size	1,638	1,679	-41

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Atiawa Toa FM	2.5	2.5	0.0	18	2.2	1.5	0.7		2.6	2.8	-0.2		1.8	2.0	-0.2		0.6	0.8	-0.2		0.2	0.2	0.0		1.9	2.7	-0.8	
Breeze	28.1	26.8	1.3	2	23.8	19.8	4.0		22.7	19.4	3.3		24.5	20.5	4.0		10.1	8.2	1.9		5.6	6.2	-0.6		29.4	27.0	2.4	
Coast	13.2	13.1	0.1	8	13.8	11.9	1.9		13.7	13.4	0.3		13.0	11.8	1.2		6.3	5.4	0.9		1.7	2.8	-1.1		15.6	12.4	3.2	
Edge	24.3	21.7	2.6	4	20.9	15.9	5.0		22.0	18.8	3.2		27.5	24.1	3.4		12.2	10.8	1.4		2.5	3.0	-0.5		35.9	28.6	7.3	
George FM	1.9	3.8	-1.9	19	1.8	2.5	-0.7		3.6	3.8	-0.2		3.6	4.4	-0.8		2.5	1.0	1.5		0.3	1.2	-0.9		4.1	5.8	-1.7	
Life FM	2.6	1.5	1.1	17	1.7	1.7	0.0		3.0	1.6	1.4		0.2	0.8	-0.6		*	0.7	*		0.7	0.7	0.0		1.0	1.8	-0.8	
Magic	9.8	9.8	0.0	13	10.1	12.1	-2.0		10.2	12.3	-2.1		8.4	8.8	-0.4		4.9	4.5	0.4		2.2	2.2	0.0		11.9	12.6	-0.7	
Mai FM	11.6	12.6	-1.0	9	7.8	10.9	-3.1		8.2	8.8	-0.6		9.1	8.8	0.3		5.0	5.2	-0.2		4.2	5.6	-1.4		11.9	10.5	1.4	
Mix	5.2	5.1	0.1	14	3.5	4.2	-0.7		2.8	3.9	-1.1		2.7	3.9	-1.2		0.6	1.8	-1.2		1.2	0.3	0.9		5.4	5.3	0.1	
More FM	10.8	13.8	-3.0	11	7.3	7.6	-0.3		10.7	11.2	-0.5		13.9	13.5	0.4		6.8	8.0	-1.2		2.0	3.1	-1.1		15.6	17.5	-1.9	
Newstalk ZB	27.6	31.9	-4.3	3	14.3	17.9	-3.6		12.0	15.9	-3.9		16.7	19.2	-2.5		13.2	18.0	-4.8		11.0	10.6	0.4		25.0	30.8	-5.8	
Radio Hauraki	10.8	12.3	-1.5	11	4.2	7.4	-3.2		7.9	10.0	-2.1		10.0	10.5	-0.5		4.4	4.7	-0.3		0.5	0.9	-0.4		12.0	14.7	-2.7	
RadioLIVE	11.1	11.7	-0.6	10	7.0	5.7	1.3		5.0	5.9	-0.9		6.1	6.4	-0.3		4.0	5.8	-1.8		3.2	3.6	-0.4		8.8	9.8	-1.0	
Radio Sport	3.6	3.0	0.6	16	2.3	1.9	0.4		2.3	2.6	-0.3		2.5	2.7	-0.2		2.1	3.5	-1.4		1.2	1.4	-0.2		6.4	7.1	-0.7	
Tarana	4.5	4.0	0.5	15	1.6	1.6	0.0		2.1	1.1	1.0		2.9	1.5	1.4		3.1	3.4	-0.3		1.4	0.7	0.7		5.4	4.6	0.8	
Rhema	1.7	2.2	-0.5	20	1.1	2.6	-1.5		2.3	1.7	0.6		4.0	4.1	-0.1		3.6	3.0	0.6		0.5	0.6	-0.1		3.7	2.2	1.5	
Rock	16.7	14.8	1.9	5	12.7	11.0	1.7		13.3	11.0	2.3		15.2	13.3	1.9		6.5	4.6	1.9		4.5	3.1	1.4		15.5	13.0	2.5	
Star	1.6	0.7	0.9	21	1.2	0.7	0.5		0.8	1.2	-0.4		0.4	1.0	-0.6		0.7	0.9	-0.2		0.9	0.5	0.4		2.0	1.3	0.7	
Te Upoko o Te Ika	0.6	0.3	0.3	22	0.4	0.3	0.1		0.2	*	*		0.5	0.7	-0.2		1.0	1.1	-0.1		*	*	*		0.4	*	*	
The Hits	15.5	14.3	1.2	6	9.3	9.4	-0.1		16.5	11.8	4.7		13.4	13.2	0.2		7.6	7.6	0.0		2.3	1.7	0.6		17.9	19.6	-1.7	
The Sound	13.7	14.0	-0.3	7	9.4	12.9	-3.5		13.3	15.8	-2.5		14.1	16.4	-2.3		6.9	8.1	-1.2		1.2	1.4	-0.2		14.9	14.7	0.2	
ZM	31.9	32.3	-0.4	1	22.1	20.0	2.1		23.2	21.7	1.5		25.0	25.5	-0.5		7.2	11.8	-4.6		2.2	3.3	-1.1		28.4	27.3	1.1	
Others	13.9	12.3	1.6		9.9	10.3	-0.4		10.8	11.9	-1.1		14.7	14.6	0.1		9.7	9.2	0.5		2.2	2.2	0.0		16.2	19.7	-3.5	
MedialWorks Combo	109.0	108.2	0.8		86.7	84.0	2.7		92.8	91.8	1.0		105.6	98.7	6.9		54.3	51.0	3.3		24.1	26.7	-2.6		122.4	114.7	7.7	
NZME Combo	98.5	100.0	-1.5		65.6	67.4	-1.8		72.1	72.1	0.0		75.3	77.4	-2.1		39.5	49.6	-10.1		19.6	20.0	-0.4		100.3	105.2	-4.9	
All Commercial Radio	188.9	187.2	1.7		138.1	137.4	0.7		154.0	149.4	4.6		173.5	166.1	7.4		100.8	102.9	-2.1		45.6	46.6	-1.0		201.3	198.6	2.7	

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WELLINGTON COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	4:17	4:13	0:03	1:15	*	*	3:57	3:39	0:17	3:36	3:21	0:14	4:12	3:53	0:19	5:51	5:34	0:16	5:51	5:36	0:14	4:07	3:44	0:23
Breeze	8:38	9:54	-1:16	6:14	10:23	-4:08	6:01	7:30	-1:29	9:21	10:23	-1:02	9:04	10:59	-1:54	9:28	10:37	-1:08	9:06	8:48	0:17	8:39	9:11	-0:31
Coast	7:22	8:12	-0:49	1:54	1:54	-0:00	3:11	6:11	-3:00	5:41	6:37	-0:55	6:52	7:14	-0:22	7:16	8:35	-1:18	8:38	9:37	-0:59	8:35	12:54	-4:19
Edge	5:49	5:49	-0:00	4:35	3:24	1:10	6:13	6:34	-0:20	6:04	5:03	1:01	6:04	5:00	1:04	6:19	5:25	0:53	7:13	8:56	-1:42	7:19	5:43	1:36
George FM	4:39	4:25	0:13	6:39	10:51	-4:12	3:32	4:44	-1:12	5:15	4:28	0:47	4:57	4:19	0:38	2:33	3:35	-1:02	0:30	3:27	-2:57	3:46	1:41	2:04
Life FM	2:24	2:00	0:23	1:13	2:14	-1:00	2:30	2:01	0:28	2:31	0:49	1:41	2:32	0:49	1:43	3:00	1:00	2:00	*	3:11	*	1:34	1:00	0:34
Magic	10:16	9:41	0:34	1:50	2:06	-0:15	3:48	6:09	-2:20	5:54	2:02	3:51	6:40	5:52	0:48	9:06	11:42	-2:36	10:57	11:51	-0:53	7:35	7:11	0:23
Mai FM	11:13	10:42	0:30	13:24	14:26	-1:02	5:54	7:34	-1:39	12:27	12:53	-0:25	12:34	12:19	0:15	12:06	3:08	8:58	3:45	3:45	0:00	22:03	19:51	2:12
Mix	6:00	8:37	-2:36	4:24	4:52	-0:27	10:03	10:29	-0:25	6:41	9:55	-3:13	5:58	9:07	-3:09	4:50	8:36	-3:45	7:08	9:18	-2:10	6:37	8:53	-2:15
More FM	7:22	6:40	0:42	6:55	7:07	-0:11	6:18	4:08	2:09	7:05	5:45	1:19	6:52	6:32	0:19	8:13	8:53	-0:39	10:23	8:01	2:21	6:23	5:01	1:22
Newstalk ZB	11:55	12:46	-0:50	3:08	1:59	1:08	2:41	12:28	-9:47	3:20	7:33	-4:13	8:28	10:24	-1:55	10:30	11:47	-1:16	14:03	14:31	-0:28	9:08	10:02	-0:53
Radio Hauraki	4:37	4:25	0:11	2:31	4:02	-1:30	4:03	4:00	0:03	4:14	4:03	0:11	4:52	4:08	0:43	6:32	5:54	0:38	5:32	8:18	-2:45	6:32	6:17	0:15
RadioLIVE	7:31	8:00	-0:28	2:25	2:11	0:14	5:44	6:03	-0:18	4:00	4:37	-0:37	4:48	5:16	-0:28	7:44	7:16	0:27	10:32	10:33	-0:00	10:06	8:54	1:11
Radio Sport	3:13	3:35	-0:22	0:46	4:30	-3:44	3:33	2:24	1:08	5:00	4:27	0:32	4:11	3:33	0:38	2:52	2:32	0:20	3:12	4:51	-1:38	4:01	2:50	1:11
Tarana	12:36	7:31	5:05	4:19	1:35	2:43	13:02	10:14	2:48	14:27	9:23	5:03	14:29	7:57	6:32	14:34	6:26	8:07	*	5:00	*	18:10	8:10	9:59
Rhema	9:54	8:31	1:23	10:50	32:45	-21:54	5:16	4:40	0:36	2:00	4:40	-2:39	4:14	5:05	-0:50	20:03	6:17	13:46	30:38	19:25	11:13	13:50	3:40	10:10
Rock	7:04	6:44	0:20	2:42	6:10	-3:27	7:02	6:39	0:23	6:45	7:01	-0:15	7:48	6:59	0:49	9:53	6:17	3:35	3:37	5:33	-1:55	9:46	5:07	4:39
Star	8:22	7:00	1:21	0:30	0:30	0:00	1:00	1:36	-0:36	1:00	1:36	-0:36	6:25	5:09	1:15	13:10	9:11	3:59	16:03	2:45	13:18	20:36	3:39	16:57
Te Upoko o Te Ika	2:12	2:35	-0:22	0:55	*	*	2:15	2:15	0:00	2:03	2:03	0:00	2:27	2:35	-0:08	3:11	3:15	-0:03	*	*	*	2:06	1:45	0:21
The Hits	5:01	3:59	1:02	2:11	2:11	-0:00	6:26	2:59	3:27	5:59	3:20	2:38	5:27	4:09	1:18	5:04	6:10	-1:06	6:50	6:44	0:05	4:53	4:48	0:04
The Sound	8:42	12:20	-3:38	1:33	2:20	-0:47	12:05	13:19	-1:14	9:40	13:06	-3:26	10:01	12:38	-2:37	9:38	14:19	-4:40	8:44	14:13	-5:28	6:10	10:45	-4:35
ZM	5:50	5:46	0:04	4:29	5:25	-0:56	5:27	5:02	0:24	5:15	5:30	-0:14	5:39	5:58	-0:18	7:55	9:31	-1:36	7:39	11:07	-3:27	6:43	6:17	0:25
Others	5:06	6:14	-1:07	3:27	1:56	1:30	5:58	6:49	-0:51	5:11	5:42	-0:31	5:13	6:18	-1:04	5:25	7:35	-2:09	5:40	8:56	-3:15	5:07	4:47	0:19
MediaWorks Combo	11:02	12:01	-0:59	7:32	9:39	-2:06	9:57	11:10	-1:12	11:24	12:29	-1:05	11:22	12:20	-0:58	11:57	13:23	-1:25	12:34	13:47	-1:12	11:59	12:04	-0:04
NZME Combo	8:39	8:59	-0:20	4:22	4:55	-0:33	6:51	6:23	0:27	6:38	6:40	-0:01	7:33	7:47	-0:14	9:36	11:02	-1:25	12:41	14:01	-1:20	8:23	8:56	-0:32
All Commercial Radio	13:52	14:53	-1:00	9:02	10:52	-1:49	12:18	13:38	-1:19	13:07	13:58	-0:50	13:40	14:23	-0:42	15:17	16:19	-1:02	17:21	18:48	-1:27	14:54	14:27	0:27
Potential (000)	371.9	371.9	0.0	42.8	39.7	3.1	114.8	117.9	-3.1	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	68.4	65.6	2.8
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	This	Last	+/-
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	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1:22	1:27	-0:05	1:50	1:58	-0:07	2:14	2:01	0:13	1:24	1:23	0:00	3:48	2:17	1:31	1:30	1:30	0:00	2:47	2:35	0:11
Breeze	3:30	3:34	-0:03	3:42	4:45	-1:03	4:03	4:59	-0:55	2:04	2:29	-0:24	1:59	2:45	-0:45	2:15	1:33	0:42	3:16	3:36	-0:19
Coast	1:49	1:51	-0:01	2:54	3:00	-0:05	3:11	3:26	-0:14	1:49	1:53	-0:04	1:58	1:57	0:00	2:04	2:07	-0:03	2:57	3:29	-0:31
Edge	2:24	2:15	0:08	2:31	3:15	-0:44	2:29	2:54	-0:25	1:49	1:45	0:03	1:07	1:21	-0:14	1:08	1:17	-0:08	2:15	2:02	0:12
George FM	1:50	1:53	-0:02	2:11	2:02	0:09	2:31	3:36	-1:04	1:36	1:15	0:21	1:41	1:31	0:09	0:50	1:08	-0:18	1:48	1:34	0:14
Life FM	1:02	1:02	-0:00	1:07	1:23	-0:16	1:04	0:30	0:33	0:30	0:26	0:03	*	0:15	*	1:43	1:25	0:17	1:35	1:18	0:16
Magic	3:12	2:52	0:20	3:29	3:58	-0:28	3:58	3:39	0:19	2:07	1:55	0:11	2:12	1:37	0:35	2:22	1:49	0:33	4:37	3:46	0:50
Mai FM	3:26	3:35	-0:09	3:55	4:33	-0:38	4:25	5:09	-0:43	3:02	3:14	-0:11	1:41	1:14	0:27	2:34	2:21	0:12	3:33	3:23	0:10
Mix	1:55	2:37	-0:42	2:19	2:48	-0:29	3:33	3:13	0:20	1:40	1:57	-0:17	1:54	2:38	-0:44	1:08	1:49	-0:40	3:54	4:43	-0:48
More FM	2:04	2:35	-0:30	2:49	3:38	-0:49	2:56	3:42	-0:45	2:57	3:11	-0:14	1:45	2:02	-0:17	3:38	3:17	0:20	3:48	2:54	0:53
Newstalk ZB	4:34	4:20	0:13	3:37	3:51	-0:13	3:07	3:59	-0:51	2:46	2:38	0:08	4:03	3:35	0:28	3:38	4:59	-1:21	4:03	4:11	-0:08
Radio Hauraki	2:12	1:40	0:31	3:18	2:51	0:26	2:50	2:34	0:15	1:25	1:21	0:04	0:41	0:36	0:04	1:35	1:46	-0:11	1:31	1:27	0:04
RadioLIVE	3:16	2:57	0:19	2:37	2:42	-0:05	3:31	3:20	0:11	2:35	2:49	-0:14	3:00	2:47	0:13	2:21	2:24	-0:02	3:59	4:05	-0:05
Radio Sport	1:29	1:34	-0:04	2:08	2:42	-0:33	1:50	0:58	0:51	1:50	1:23	0:27	1:03	1:09	-0:06	1:24	1:35	-0:10	1:52	1:47	0:04
Tarana	4:10	2:41	1:28	4:10	2:45	1:24	3:43	1:31	2:11	3:04	4:05	-1:00	3:29	3:33	-0:03	3:07	1:09	1:57	4:01	2:21	1:40
Rhema	2:56	4:29	-1:32	4:17	3:01	1:16	2:48	1:52	0:55	4:33	1:49	2:43	4:11	3:10	1:01	1:25	5:22	-3:57	3:04	2:37	0:26
Rock	2:31	2:36	-0:05	3:14	3:37	-0:22	3:54	4:19	-0:24	2:12	2:11	0:01	1:30	1:25	0:05	2:00	1:26	0:34	1:54	1:52	0:01
Star	3:54	3:56	-0:01	5:16	4:26	0:50	2:26	3:05	-0:38	0:23	1:20	-0:56	1:42	0:44	0:58	0:52	1:37	-0:44	4:54	4:40	0:14
Te Upoko o Te Ika	1:20	1:15	0:05	0:30	0:30	0:00	0:35	*	*	0:15	0:15	0:00	2:36	2:40	-0:04	*	*	*	2:00	*	*
The Hits	2:36	2:06	0:30	2:38	1:41	0:57	2:48	2:00	0:48	1:32	1:25	0:06	1:12	1:24	-0:12	2:36	1:52	0:44	1:44	1:40	0:03
The Sound	3:27	3:59	-0:32	5:03	5:58	-0:55	4:59	6:36	-1:36	2:11	2:46	-0:34	0:52	1:44	-0:51	1:54	1:59	-0:04	3:22	4:17	-0:55
ZM	2:22	2:10	0:12	2:29	2:15	0:14	2:52	2:19	0:33	1:57	2:03	-0:06	1:43	1:50	-0:06	1:12	1:56	-0:43	2:06	2:06	-0:00
Others	2:13	3:09	-0:56	1:55	3:25	-1:30	1:59	3:01	-1:02	1:45	1:41	0:04	2:11	2:12	-0:01	1:42	1:43	-0:00	2:34	2:56	-0:22
MedialWorks Combo	3:29	3:36	-0:06	3:53	4:52	-0:58	4:19	5:05	-0:46	2:35	2:50	-0:14	1:47	2:04	-0:17	2:23	2:10	0:12	3:43	3:43	0:00
NZME Combo	3:08	3:01	0:06	3:04	3:03	0:01	3:12	3:06	0:05	2:11	2:13	-0:01	2:23	2:25	-0:02	2:53	3:39	-0:45	2:55	3:04	-0:08
All Commercial Radio	3:59	4:03	-0:03	4:11	4:52	-0:40	4:24	4:58	-0:34	2:50	2:58	-0:07	2:25	2:38	-0:13	2:44	3:01	-0:17	4:09	4:13	-0:03

MedialWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui